

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	7836	(705/1).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2008/05/14 08:31
S2	5711	(705/14).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2008/05/14 08:31
S3	38216	(705/1-28).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2008/05/14 08:31
S4	49	("6314451" "6317761" "6366947" "6466967" "20050076014" "5649162" "5774534" "5887157" "6061510" "6061510" "5371880" "5392417" "5424770" "5448625" "5561794" "5649161" "5873114" "6003120" "6288688" "6826614" "5060165" "5058030" "5510828" "5852810" "6073105" "6968513" "20020007393" "20020062300" "20020087352" "20030088647" "20040225566" "20050050027" "20050050097" "20050081154" "20060004713" "20060015406" "20060064348" "20060085392" "20060155764" "20060282316" "20070022459" "20070100690" "20070118615" "6134532" "4542497" "5471631" "5848396" "5918014" "5991735" "6169843" ).pn.	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 08:31
S5	6	("5948061"   "6332127"   "6385592"   "6668353"   "6819919"   "6829780").PN.	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 08:35

S6	1	EP-1083504-\$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO	OR	ON	2008/05/14 08:36
S7	3	EP-04789113-\$.DID. OR US-789113D-\$.DID. OR EP-1083504-\$.DID. OR US-6332127-\$.DID. OR US-6385592-\$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO	OR	ON	2008/05/14 08:37
S8	9	EP-04789113-\$.DID. OR EP-1083504-\$.DID. OR US-2074700-\$.DID. OR US-2299758-\$.DID. OR US-6332127-\$.DID. OR JP-2000222331-\$.DID. OR US-6385592-\$.DID. OR US-5933811-\$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO	OR	ON	2008/05/14 08:38
S9	3682	(user or member or consumer) near (request same (time or period or range))	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:04
S10	5751	(banner or popup or pop \$1up) near5 (advertis\$7 or promotion or market\$3)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:05
S11	1654017	performance or ((clickthrough or click \$1through or (click adj through)) adj rate) or (impression near3 rate) or (conversion near3 rate)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:10
S12	311125	pric\$3 or bid or (bid adj value) or ((max or maximum) adj bid adj value)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:13
S13	127653	(match\$3 or compar\$4) same (attributes or preferences or criter\$3)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:19
S14	2150	(rank\$3 or scor\$3 or sort\$ or optimiz\$3) near (ad\$1 or adverts or advertis\$5)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:21
S15	188	S9 and S10	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:22
S16	92015	S11 and S12	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:22
S17	692	S13 and S14	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:22
S18	5	S15 and S16 and S17	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:23

S19	410	S16 and S17	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:29
S20	12	S1 and S19	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:29
S21	1517	S1 and S16	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:31
S22	16	S14 and S21	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:31
S23	1906	((banner or popup or pop \$1up) near5 (advertis\$7 or promotion or market\$3)) same (location or time or geography or date)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:38
S24	63	S1 and S23	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:38
S25	4	((("20020099605") or ("20040073482")).PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2008/05/14 10:49
S26	276	((banner or popup or pop \$1up) near5 (advertis\$7 or promotion or market\$3)) same (demographics)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:57
S27	4058	(advertis\$7 or promotion or market\$3) same ((user or member or consumer or customer) near5 demographics)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:59
S28	1879	S13 and S27	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:59
S29	1341	S11 and S28	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:59
S30	100	S14 and S29	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 10:59
S31	9	S1 and S30	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 11:00
S32	52	S3 and S30	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 11:00

S33	16	(US-20040225566-\$ or US-20030009385-\$ or US-20030216930-\$ or US-20040073482-\$ or US-20020099605-\$).did. or (US-5848396-\$ or US-5852810-\$ or US-6332127-\$ or US-6668353-\$ or US-6819919-\$ or US-6385592-\$ or US-6401075-\$ or US-7007074-\$ or US-6144944-\$ or US-6757661-\$).did. or (EP-1083504-\$).did.	US-PGPUB; USPAT; EPO	OR	ON	2008/05/14 13:11
S34	9	S12 and S33	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 13:11
S35	1046	S12 and S14	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:37
S36	398	S3 and S35	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:38
S37	9	S9 and S36	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:38
S38	0	(pric\$3 near3 scor\$3) same (deliver\$3 near5 (ads or adverts or advertis\$5))	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:50
S39	54	(pric\$3 near3 scor\$3) and (deliver\$3 near5 (ads or adverts or advertis\$5))	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:50
S40	0	(pric\$3 near3 scor\$3) with (deliver\$3 near5 (ads or adverts or advertis\$5))	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:51
S41	14	S2 and S39	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:51
S42	23	S3 and S39	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:54
S43	9	S42 not S41	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 14:54

S44	32	("5105184"   "5319455"   "5347632"   "5446919"   "5504675"   "5636346"   "5643088"   "5717923"   "5721827"   "5724521"   "5740549"   "5761662"   "5768521"   "5794210"   "5809242"   "5823879"   "5848397"   "5913040"   "5918014"   "5933811"   "5946646"   "5946664"   "5959623"   "6009409"   "6009410"   "6036601"   "6055513"   "6085229"   "6112186"   "6119098"   "6236975"   "6351745").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/14 15:31
S45	10	("5127674"   "5295064"   "5627549"   "5630068"   "5938721"   "5948040"   "6047327"   "6131067"   "6133853"   "6148261").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/14 15:40
S46	19575	S11 same S12	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:47
S47	12428	S11 with S12	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:47
S48	2927	S11 near S12	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:47
S49	75	S2 and S48	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:48
S50	74	S49 and (time or location)	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:49
S51	38	S49 and demographics	US-PGPUB; USPAT; EPO; JPO	OR	ON	2008/05/14 15:50
S52	633	(target\$2 near5 advertis\$7) same (loca\$3 or geography or time) same (pric\$3 or bid or constraint)	US-PGPUB; USPAT	OR	ON	2009/05/13 12:39
S53	115	(target\$2 near5 advertis\$7) same (loca\$3 or geography or time) same (pric\$3 or bid or constraint) same (performance)	US-PGPUB; USPAT	OR	ON	2009/05/13 12:40
S54	12	S53 and (@pd<"20031001" or @ad<"20031001" or @prad<"20031001" or @rlad<"20031001")	US-PGPUB; USPAT	OR	ON	2009/05/13 12:41

S55	542	(advertis\$7) same (loca\$3 or geography or time) same (pric\$3 or bid) same (performance)	US-PGPUB; USPAT	OR	ON	2009/05/13 12:46
S56	122	(advertis\$7) same (loca\$3 or geography or time) same (pric\$3 or bid) same (performance) same (scor\$3 or rank\$3)	US-PGPUB; USPAT	OR	ON	2009/05/13 12:47
S57	9	S56 and (@pd<"20031001" or @ad<"20031001" or @prad<"20031001" or @rlad<"20031001")	US-PGPUB; USPAT	OR	ON	2009/05/13 12:47
S58	29	((location\$1bas\$2 or time \$1bas\$2) near5 advertis\$7) same (pric\$3 or bid or cost or performance or constraints)	US-PGPUB; USPAT	OR	ON	2009/05/13 12:56
S59	19	((location\$1bas\$2 or time \$1bas\$2) near5 advertis\$7) same (pric\$3 or performance)	US-PGPUB; USPAT	OR	ON	2009/05/13 13:01
S60	90	((location\$1bas\$2 or time \$1bas\$2) same advertis\$7) same (pric\$3 or performance)	US-PGPUB; USPAT	OR	ON	2009/05/13 13:01
S61	58	S60 and (@pd<"20031001" or @ad<"20031001" or @prad<"20031001" or @rlad<"20031001")	US-PGPUB; USPAT	OR	ON	2009/05/13 13:02
S62	1	("20020095407").PN.	US-PGPUB; USPAT	OR	OFF	2009/05/13 13:11
S63	2	("6332127").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2010/06/22 10:25
S64	125	("5127674"   "5295064"   "5627549"   "5630068"   "5938721"   "5948040"   "6047327"   "6131067"   "6133853"   "6148261").PN. OR ("6332127").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2010/06/22 10:26
S65	2	("20050050097").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2010/06/22 10:27
S66	2	("20050050027").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2010/06/22 10:28
S67	9	("2005/0050027").URPN.	USPAT	OR	ON	2010/06/22 10:45

S68	26	("20010042064"   "20020016741"   "20020044067"   "20020049635"   "20020103834"   "20020161633"   "20030046161"   "20050021397"   "5754939"   "6091956"   "6285999"   "6298351"   "6332127"   "6343317"   "6381465"   "6460034"   "6505046"   "6522875"   "6587835"   "6625456"   "6643640"   "6711474"   "7047242"   "7089264"   "7136875"   "7421278").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2010/06/22 10:46
S69	14	("2002/0161633").URPN.	USPAT	OR	ON	2010/06/22 11:00

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